

# JORDAN ABBRUZZESE

## Content Writer & Storyteller

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### PROFESSIONAL PROFILE

Innovative and data-driven senior content marketing manager and writer with experience managing campaigns across multiple platforms, developing and executing strategy based on data analysis and trends, supporting demand gen teams with content creation and email marketing, and copywriting for a variety of channels. 2024 Pushcart Prize for Fiction nominee, and currently freelancing with 614 Magazine, Columbus' premier publication.

### EDUCATION

#### Otterbein University

May 2015: BA in English/Creative Writing, Minor in Music

### PROFICIENCIES

- Content Writing and Editing
- Content Management
- Team and Cross-Departmental Leadership
- Process and Operations Development
- Program and Data Analysis
- Brand Management
- PR Management
- Developing Brand Visibility in New Markets

### EMPLOYMENT HISTORY

#### 614 MAGAZINE; STOCK & BARREL; REFINED

Food and Beverage Writer; Community Stories |  
September 2024 - Present Day

*Magazines owned by 614 Media Group in Columbus, Ohio*

- Created interview questions and story flows for local businesses to highlight their unique approach to the food industry and the Columbus community
- Interviewed local food and beverage companies to write compelling stories for print and web magazine
- Wrote stories for print and web highlighting local food and beverage businesses in Central Ohio
- Researched current news and developments to pitch timely stories for 614 web

### CRITICAL START

Senior Content Marketing Manager | October 2022  
- November 2023

*PE owned B2B cybersecurity technology and professional services company*

- Owned integrated Content Marketing Strategy and Corporate Marketing Calendar across all channels on a plan to generate \$16M FY24 ARR
- Idealized and executed demand generating content and full digital campaigns to increase qualified leads
- Owned content strategy and execution, including sales enablement assets, demand gen assets, and website updates for company-wide rebrand launch in a new category
- Managed rapid response for media opportunities, resulting in 17% share of voice on average
- Project managed digital events and webinars for both prospects and current customers
- Re-vamped customer story process resulting in 50% increase in participation YoY
- Held senior copywriting role, executing assets including but not limited to: research-driven papers, case studies, blogs, whitepapers, eBooks, and web and email page copy
- Won Marketer of the Month May 2023, Member of Women in Tech ERG, Emerging Leaders ERG, and Culture Squad

### COMCAST; BLUVECTOR

Senior Content Marketing Manager Contract  
Position | March 2022 - September 2022

*B2B and federal government focused SaaS cybersecurity technology company*

- Owned and managed execution of high-output content development and distribution strategy resulting in a 600% increase in content development per quarter and 90 new leads generated per week
- Planned and executed creation of all content including case studies, whitepapers, webinars, blogs, articles, infographics, and research guides
- Managed relationships with third party creative agencies and PR firm
- Collaborated with Product, Sales, and Business Development on ABM content, messaging, and strategy, including Go-To-Market for new SaaS product launch
- Led and owned internal writing group, working cross-functionally with SMEs from Product and Sales
- Developed and implemented marketing and business operations processes, including leading Hive project management training and implementation
- Ensured timely launch of all campaigns including paid social, targeted email, sponsored ads, and paid and organic search
- Evaluated content and campaign effectiveness using data driven testing and performance analysis

## ARCOS

### Senior Marketing Manager | 2021 - March 2022

*7x INC 5000 winning, PE owned SaaS firm focused on resource and workforce management technology*

- Executed marketing strategy and plan for \$100M+ in business growth, including managing digital marketing, content creation, new product Go-To-Markets, field marketing, and channel programs
- Worked cross-departmentally with Demand Gen, Sales, Product Management, Product Services, and Business Development to achieve YOY pipeline growth of 31.9%, during the global pandemic
- Developed balanced demand gen and sales communications, copywriting, messaging updates, and strategies that contributed to overall MQL to SQL conversion rates, increasing 5% YOY in 2021
- Built and owned revenue-generating programs such as nurture campaigns across multiple industries, field marketing event and webinar campaigns, and digital ads
- Made data-driven decisions based on analyzing reports and trends from all marketing and digital channels to create content strategies
- Developed, implemented, and trained team members on complete Call to Action repurposing plan that gave assets more mileage, visibility, and enhanced tracking over a 6 month period

## BETTER BUSINESS BUREAU OF CENTRAL OH

### Content & Communication Coordinator | 2015 - 2018

*B2B Nonprofit*

- Executed and coordinated content creation and marketing strategies on a variety of platforms, including email marketing, social media campaigns, website copywriting, event planning, and PR
- Developed, launched, and maintained first-year retention program/campaign for New Members, resulting in a 94% retention rate over 12 months
- Owned editorial calendar - built out annual and monthly plans, wrote and distributed 3 press releases a week, and worked with media contacts to secure interviews
- Created and implemented BBB of Central Ohio's first-ever blogging platform, and started and managed BBB Sparkcast, a local podcast featuring small business owners
- Led copywriting for email marketing, newsletters, digital and print ads, articles, press releases, and business development communications
- Planned and managed monthly networking and educational events for Accredited Businesses
- Co-developed BBB Spark Award for millennial business-owners - determined criteria, documented and wrote application questions, and helped the Council of BBBs adopt and roll out the award on an international level

## MARKETING AND OPERATIONS INTERN

### Terra Art Gallery/Creative Superfoods | 2015

*Art gallery and startup*

- Assisted with website development, organization, and copywriting
- Planned and executed social media and marketing campaign copywriting and plans
- Researched product and competitor information
- Vetted and communicated with vendors
- Supported daily gallery operations

## STUDENT TELEFUND AMBASSADOR

### Otterbein University | 2011 - 2013

*Nonprofit fundraising and alumni relations*

- Built rapport with alumni and friends of the university, solicited donations for student scholarship and campus upgrades
- Updated alumni profile information and database
- Called and wrote communications to current alumni, focused on nonprofit fundraising

## ARCOS Industry Marketing Manager | 2018 - 2021

- Managed and developed core and emerging marketing strategy, and updated brand and messaging for new products after acquisitions
- Increased emerging market brand visibility in new markets, resulting in accelerated in-bound MQL and lead conversions
- Developed demand gen campaigns including email copy, pulling targeted lists, and goals for conversions
- Oversaw logistics, planning, communication, and strategies for all core market field marketing, including 30 shows a year
- Analyzed reporting from multiple channels and made process and strategy suggestions based on traffic and asset performance
- Led core and emerging market copywriting, including web copy, email campaigns, digital ads, and blog posts
- Managed and co-wrote whitepaper, press release, article, and case study assets

## PUBLICATIONS

- A Rivers Lament; Black Fox Literary Magazine 2016
- The Cedar Box; Flash Fiction Magazine 2016
- Flash Fiction Magazine: 50 Stories, 50 Authors 2017
- Stains; Black Fox Literary Magazine 2017
- Ohio's Emerging Writers: An Anthology of Fiction 2018
- Contributor to Columbus Navigator; Ongoing
- Contributor to Energy Central online magazine, 2019 - 2022
- Quarantine Vol 1; Creative Babes 2020
- The Chair; Flash Fiction Magazine 2023
- Freelancer for 614 Magazine with 614 Media Group; Ongoing

## TECHNICAL SKILLS

- Microsoft Suite/SharePoint
- Google Suite
- Highspot
- Salesforce
- Marketo, Constant Contact, ConvertKit
- Virtual Event Platforms
- GoToMeeting/GoToWebinar
- TechTarget & BrightTALK Content Syndication
- Google Analytics & AdWords
- Cvent
- Hive, Monday.com, Trello, Project Management Platforms
- Managing and Maintaining a CMS